



WCPO

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ORDER

Print Date 10/08/12

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Flight Dates 10/09/12-10/15/12

Contract / Revision 314103 /

Original Date / Revision
10/08/12 10/08/12

Advertiser Obama / Democrat / Preside

Agency GMMB Inc

Buying Contact

1010 Wisconsin Avenue - Suite #80
Washington, DC 20007

Product

OFA Add to Sked A 10.9-10.15.12

Agency Com 15%

Billing Contact

1010 Wisconsin Avenue - Suite #80
Washington, DC 20007

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # 2002

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBQC	%	
WCET	%	
WCVN	%	
WKON	%	
WKRC	%	
WLWT	%	
WPTO	%	
WSTR	%	
WXIX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	41	\$26,316.00	\$30,960.00	0.00	10/01/12	10/15/12	41	\$26,316.00	\$30,960.00
Totals	41	\$26,316.00	\$30,960.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
1	WCPO	10/09/12	10/15/12	Wednesday Prime C Wednesday Prime C	CM	10-11p	--W----	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	--W----		1				\$4,000.00		0.00			
	Week:	10/15/12	10/21/12	-----		0				\$0.00		0.00			
2	WCPO	10/09/12	10/15/12	Political Debates Political Debates	CM	7-11p	---T---	:30	1	\$5,500.00	P-8	0.00	NM	1	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/08/12	10/14/12	---T---		1				\$5,500.00		0.00			
	Week:	10/15/12	10/21/12	-----		0				\$0.00		0.00			
3	WCPO	10/09/12	10/15/12	Tuesday Prime C	CM	10-11p	-T-----	:30	1	\$4,000.00	P-3	0.00	NM	1	\$4,000.00



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Hiatus Dates

Original Date / Revision 10/08/12/ 10/08/12

Order Sep 00:20:00

Advertiser Obama / Democrat / Presid Product OFA Add to Sked A 10.9-10. Estimate # 2002

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Tuesday Prime C															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T-----					1	\$4,000.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
4	WCPO	10/09/12	10/15/12	Tuesday Prime B	CM	9-10p	-T-----	:30	1	\$4,500.00	P-3	0.00	NM	1	\$4,500.00
Tuesday Prime B															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-T-----					1	\$4,500.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
5	WCPO	10/09/12	10/15/12	Monday Prime C	CM	10-11p	M-----	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
Monday Prime C															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
		Week: 10/15/12	10/21/12	M-----					1	\$3,000.00		0.00			
6	WCPO	10/09/12	10/15/12	M8-10p Dancing	CM	8-10p	M-----	:30	1	\$2,000.00	P-8	0.00	NM	1	\$2,000.00
M8-10p Dancing															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----					0	\$0.00		0.00			
		Week: 10/15/12	10/21/12	M-----					1	\$2,000.00		0.00			
E 7	WCPO	10/09/12	10/15/12	M-F 1202-107a Jimmy Ki	CM	1202-107a	MTWTF--	:30	3	\$50.00	P-8	0.00	NM	3	\$150.00
M-F 1202-107a Jimmy Ki															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					3	\$50.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
8	WCPO	10/09/12	10/15/12	M-F 1135p-1202a Nightlir	CM	1135p-1202a	MTWTF--	:30	2	\$275.00	P-8	0.00	NM	2	\$550.00
M-F 1135p-1202a Nightlir															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					2	\$275.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
9	WCPO	10/09/12	10/15/12	M-SU 11p Late News	CM	11-1135p	MTWTF-S	:30	2	\$450.00	P-8	0.00	NM	2	\$900.00
M-SU 11p Late News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF-S					2	\$450.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
10	WCPO	10/09/12	10/15/12	M-F 730-8p	CM	M-F 730-8p	MTWTF--	:30	1	\$465.00	P-8	0.00	NM	1	\$465.00
730-8p Let's Ask America															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					1	\$465.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
11	WCPO	10/09/12	10/15/12	M-F 7-730p	CM	M-F 7-730pm	MTWTF--	:30	1	\$400.00	P-8	0.00	NM	1	\$400.00
7-730p The List															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					1	\$400.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
12	WCPO	10/09/12	10/15/12	M-F 6-630p News	CM	558-630p	MTWTF--	:30	2	\$350.00	P-8	0.00	NM	2	\$700.00
M-F 6-630p News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					2	\$350.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
13	WCPO	10/09/12	10/15/12	M-F 530-6p News	CM	528-6p	MTWTF--	:30	2	\$300.00	P-8	0.00	NM	2	\$600.00
M-F 530-6p News															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					2	\$300.00		0.00			



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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
13	WCPO	10/09/12	10/15/12	M-F 530-6p News M-F 530-6p News	CM	528-6p	MTWTF--	:30	2	\$300.00	P-8	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
14	WCPO	10/09/12	10/15/12	M-F 5-530p News M-F 5-530p News	CM	5-530p	MTWTF--	:30	2	\$275.00	P-8	0.00	NM	2	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					2	\$275.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
15	WCPO	10/09/12	10/15/12	M-F 4-5p Ellen M-F 4-5p Ellen	CM	358-5p	MTWTF--	:30	1	\$280.00	P-8	0.00	NM	2	\$560.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					1	\$280.00		0.00			
		Week: 10/15/12	10/21/12	M-----					1	\$280.00		0.00			
E 16	WCPO	10/09/12	10/15/12	M-F 3-4p 3-4pm Katie	CM	3-4p	MTWTF--	:30	1	\$200.00	P-8	0.00	NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					1	\$150.00		0.00			
		Week: 10/15/12	10/21/12	M-----					1	\$200.00		0.00			
17	WCPO	10/09/12	10/15/12	M-F 1-2p M-F 1-2p	CM	1258-2p	MTWTF--	:30	2	\$150.00	P-8	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					2	\$150.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
18	WCPO	10/09/12	10/15/12	M-F 12-1p News M-F 12-1p News	CM	12-1p	MTWTF--	:30	2	\$150.00	P-8	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					2	\$150.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
19	WCPO	10/09/12	10/15/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF--	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					2	\$450.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
20	WCPO	10/09/12	10/15/12	M-F 10-11a Right This Morn M-F 10-11a	CM	10-11a	MTWTF--	:30	2	\$100.00	P-8	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					2	\$100.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
21	WCPO	10/09/12	10/15/12	M-F 9-10a Live with Regis and Kelly	CM	M-F 9-10a	MTWTF--	:30	2	\$125.00	P-8	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-TWTF--					2	\$125.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
22	WCPO	10/09/12	10/15/12	SA GMTS 8-9a SA GMTS 8-9a	CM	8-9a	-----S-	:30	1	\$160.00	P-8	0.00	NM	1	\$160.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	-----S-					1	\$160.00		0.00			
		Week: 10/15/12	10/21/12	-----					0	\$0.00		0.00			
23	WCPO	10/09/12	10/15/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	2	\$200.00	P-8	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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<u>Advertiser</u>	<u>Product</u>	<u>Estimate #</u>
Obama / Democrat / Presid	OFA Add to Sked A 10.9-10.	2002

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
23	WCPO	10/09/12	10/15/12	M-F GMA 7-9am M-F GMA 7-9am	CM	7-9a	MTWTF--	:30	2	\$200.00	P-8	0.00 NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/08/12	10/14/12	-TWTF--		2				\$200.00		0.00		
		Week: 10/15/12	10/21/12	-----		0				\$0.00		0.00		
24	WCPO	10/09/12	10/15/12	M-F GMTS 6-7a M-F GMTS 6-7a	CM	6-7a	MTWTF--	:30	1	\$125.00	P-8	0.00 NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/08/12	10/14/12	-TWTF--		1				\$125.00		0.00		
		Week: 10/15/12	10/21/12	-----		0				\$0.00		0.00		
25	WCPO	10/09/12	10/15/12	M-F GMTS 5-6a M-F GMTS 5-6a	CM	5-6a	MTWTF--	:30	1	\$70.00	P-8	0.00 NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/08/12	10/14/12	-TWTF--		1				\$70.00		0.00		
		Week: 10/15/12	10/21/12	-----		0				\$0.00		0.00		
26	WCPO	10/09/12	10/15/12	M-F 430am News M-F 430am News	CM	430-5a	MTWTF--	:30	1	\$30.00	P-8	0.00 NM	1	\$30.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 10/08/12	10/14/12	-TWTF--		1				\$30.00		0.00		
		Week: 10/15/12	10/21/12	-----		0				\$0.00		0.00		
Totals													41	\$30,960.00